

# Census Small Business Tools Workshop – Introducing *Census Business Builder*

Maricopa Association of Governments  
September 1, 2015

Presented by:  
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U.S. Census Bureau

# Outline

- Using Census Bureau  
**Demographic** and **Economic**  
Programs Data To Better  
Understand
  - The **target market** of a proposed business
  - The local **competition**
  - The national **industry**



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## Sample Scenario:

An entrepreneur is considering opening a day care center in Phoenix.

She wants to know what information is available from the Census Bureau that may help her locate the business and better understand this industry.

# Measuring the Need...

The demographic data available from the ACS helps make the case for this type of business...including:

- **Population counts** of day care center-age kids
- **Household income** information

The screenshot shows the American FactFinder interface. The top navigation bar includes links for MAIN, COMMUNITY FACTS, GUIDED SEARCH, ADVANCED SEARCH (highlighted), and DOWNLOAD CENTER. Below the navigation bar, a search bar prompts users to refine their search results by topic or table name, state, county or place (optional), and a GO button. The search results are displayed in a table with columns for ID, Table, File or Document Title, Dataset, and About. The table lists four selected results: DP02 (SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES), DP03 (SELECTED ECONOMIC CHARACTERISTICS), DP04 (SELECTED HOUSING CHARACTERISTICS), and DP05 (ACS DEMOGRAPHIC AND HOUSING ESTIMATES). The table also shows the dataset as 2013 ACS 5-year estimates. The left sidebar contains filters for Product Type (Data Profile), Program (American Community Survey), Dataset (2013 ACS 5-year estimates), and Place within State (Phoenix city, Arizona). The bottom of the page features the United States Census Bureau logo and contact information.

U.S. Department of Commerce  
United States Census Bureau

AMERICAN FactFinder

Feedback FAQs

MAIN COMMUNITY FACTS GUIDED SEARCH **ADVANCED SEARCH** DOWNLOAD CENTER

**Search** - Use the options on the left (topics, geographies, ...) to narrow your search results

**Your Selections**

Search using...

Product Type:  
Data Profile

Program:  
American Community Survey

Dataset:  
2013 ACS 5-year estimates

Place within State  
Phoenix city, Arizona

clear all selections and start a new search

load search | save search

Search using the options below:

Topics  
(age, income, year, dataset, ...)

Search Results: 1-4 of 4 tables and other products match 'Your Selections' per page: 25

Refine your search results: topic or table name state, county or place (optional) GO ?

☒ topics ☐ race/ancestry ☐ industries ☐ occupations

Selected: View Download Compare Clear All Reset Sort ?

Show results from: All available years All available programs

ID	Table, File or Document Title	Dataset	About
<input type="checkbox"/> DP02	SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES	2013 ACS 5-year estimates	i
<input type="checkbox"/> DP03	SELECTED ECONOMIC CHARACTERISTICS	2013 ACS 5-year estimates	i
<input type="checkbox"/> DP04	SELECTED HOUSING CHARACTERISTICS	2013 ACS 5-year estimates	i
<input type="checkbox"/> DP05	ACS DEMOGRAPHIC AND HOUSING ESTIMATES	2013 ACS 5-year estimates	i

Selected: View Download Compare Clear All Reset Sort ?

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
census.gov

# Biz Data - Getting Started

- What NAICS code covers this industry?
- What Census programs provide data for this industry?



## SELECT AN INDUSTRY

- 21 - Mining, quarrying, and oil and gas extraction
- 22 - Utilities
- 23 - Construction
- 31-33 - Manufacturing
- 42 - Wholesale trade
- 44-45 - Retail trade
- 48-49 - Transportation and warehousing
- 51 - Information
- 52 - Finance and insurance
- 53 - Real estate and rental and leasing
- 54 - Professional, scientific, and technical services

## 2012 NAICS SEARCH

Enter a NAICS code or Title

day care

[6244 - Child day care services](#)

[Child Day Care Services](#)

[62441 - Child day care services](#)

[Child Day Care Services](#)

# What Programs Cover this Industry?



## Industry Statistics Portal

*Business Data from the U.S. Census Bureau*

### 2012 NAICS: 6244 - Child day care services

**GUIDE TO ALL DATA SOURCES**

**ECONOMIC DATA IN AFF**

**DEFINITION & COMPARABILITY**

**2012 NAICS SEARCH**  
 Enter a NAICS code or Title

**RELATED INDUSTRIES**

Collapse list   Expand list


- ISP Home
- 62 - Health care and social assistance
  - 624 - Social assistance
    - 6244 - Child day care services
      - 62441 - Child day care services
        - 624410 - Child day care services

**SELECTED VISUALIZATIONS**

**Guide to All Census Bureau Data Sources for This Industry**

Source & Description	Frequency	Latest Data	Geography	Industry
<a href="#">Quarterly Financial Report (QFR)</a>	Quarterly	4Q 2014	U.S.	Selected 3 digits
<a href="#">Quarterly Services Survey (QSS)</a>	Quarterly	4Q 2014	U.S.	Selected Services 2- thru 4-digits
<a href="#">Quarterly Workforce Indicators (QWI)</a>	Quarterly	4Q 2014	States, counties, metro areas	Selected 2- thru 4-digits
<a href="#">Annual Capital Expenditures Survey (ACES)</a>	Annual	2013	U.S.	Selected 2- thru 6-digits
<a href="#">County Business Patterns (BP)</a>	Annual	2013	U.S., states, counties, metros, ZIP Codes, and island areas	Selected 2- thru 6-digits
<a href="#">Nonemployer Statistics (NES)</a>	Annual	2013	U.S., states, metro areas, counties	Selected 2- thru 6-digits
<a href="#">Service Annual Survey (SAS)</a>	Annual	2013	U.S.	Selected Services 3- thru 6-digits
<a href="#">Statistics of U.S. Businesses (SUSB)</a>	Annual	2012	U.S., states, metro areas, counties	Selected 2- thru 6-digits
<a href="#">Economic Census (ECN)</a>	Every 5 years	2012	U.S., states, counties, places, metros, ZIP Codes	2- thru 6-digits
<a href="#">Economic Census of Island Areas (IA)</a>	Every 5 years	2012	American Samoa, Commonwealth of the Northern Mariana Islands, Guam, Puerto Rico, and the US Virgin Islands	2-thru 5 digits
<a href="#">Survey of Business Owners (SBO)</a>	Every 5 years	2007	U.S., states, counties, cities, metro areas	Selected 2- thru 6-digits

# How Can I Get to the Data?



## Industry Statistics Portal

*Business Data from the U.S. Census Bureau*

### 2012 NAICS: 6244 - Child day care services

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#### Links to Economic Data for Programs Published on AFF

Program	Series	Table Title	Data Years Available
<b>County Business Patterns</b>	Geographic Area Series	Geography Area Series: County Business Patterns	2013 2012 2011 2010 2009 2008
		Geography Area Series: County Business Patterns by Legal Form of Organization	2013 2012 2011 2010 2009 2008
		Geography Area Series: County Business Patterns by Employment Size Class	2013 2012 2011 2010 2009 2008
		Geography Area Series: County Business Patterns for Puerto Rico and the Island Areas	2013 2012 2011 2010 2009 2008
		County Business Patterns by Employment Size Class for PR and the Island Areas	2011 2010 2009 2008
	ZIP Code Business Statistics	ZIP Code Business Patterns by Employment Size Class	2011 2010 2009 2008
<b>Economic Census</b>	Comparative Statistics, 2007 and 2002	Comparative Statistics for the U.S. and States (2002 NAICS Basis)	2007
	Geographic Area Series	All sectors: Geography Area Series: Economy-Wide Key Statistics: 2012	2012 2007 2002
		Health Care and Social Assistance: Geography Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012	2012 2007 2002
		Comparative Statistics for the United States (2002 NAICS Basis):	2007

# Tell Me About This Industry in Maricopa County...

*County Business Patterns* (CBP) provides **annual** data at the **county level** that she can use to better understand this industry, her competition, and her potential market.  
(Biz counts by ZIP Code also available)



Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Year	Number of establishments	Paid employees for pay period including March 12 (number)	First-quarter payroll (\$1,000)	Annual payroll (\$1,000)
Maricopa County, Arizona	6244	Child day care services	2013	511	7,830	33,617	136,432



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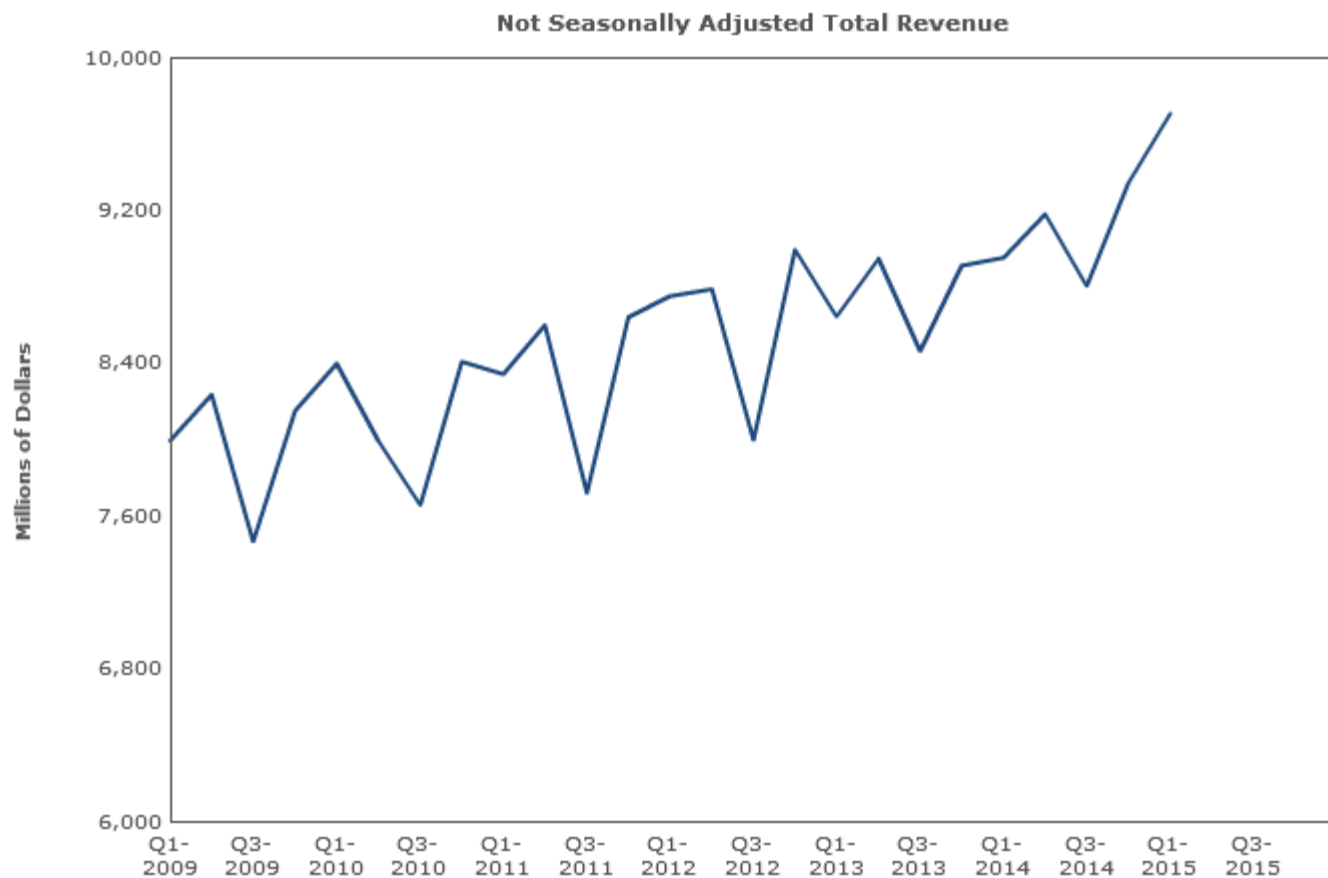
# How Is this Industry Performing Nationally?

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The *Quarterly Services Survey* (QSS) provides National-level data that she can use to measure changes in this industry and to better understand its seasonal fluctuations.

Source: Quarterly Services Survey  
NAICS 6244: Child Day Care Services: U.S. Total  
Q1-2009 to Q4-2015



Data Extracted on: August 27, 2015 (2:44 pm) EDT

These data are subject to sampling and nonsampling error. For more information see  
<http://www.census.gov/services/qss/qstechdoc.html>



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# What About Data for My Local Area?

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The *Economic Census* (EC) provides **place-level** data (including **revenue** data not available from CBP) that she can use to better understand her potential market and local competition.

Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Meaning of Type of operation or tax status code	Year	Number of establishments	Value of sales, shipments, receipts, revenue, or business done (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Number of employees
Maricopa County, Arizona	6244	Child day care services	All establishments	2012	526	D	D	D	i
Phoenix city, Arizona	6244	Child day care services	All establishments	2012	209	108,891	54,797	13,187	3,047
Mesa city, Arizona	6244	Child day care services	All establishments	2012	60	D	D	D	f
Chandler city, Arizona	6244	Child day care services	All establishments	2012	45	D	D	D	f
Gilbert town, Arizona	6244	Child day care services	All establishments	2012	34	16,441	7,560	1,802	443
Glendale city, Arizona	6244	Child day care services	All establishments	2012	31	D	D	D	e
Scottsdale city, Arizona	6244	Child day care services	All establishments	2012	30	D	D	D	e
Peoria city, Arizona	6244	Child day care services	All establishments	2012	23	D	D	D	f
Tempe city, Arizona	6244	Child day care services	All establishments	2012	22	11,965	5,426	1,315	329
Balance of Maricopa County, Arizona	6244	Child day care services	All establishments	2012	15	D	D	D	c
Goodyear city, Arizona	6244	Child day care services	All establishments	2012	10	D	D	D	c
Surprise city, Arizona	6244	Child day care services	All establishments	2012	9	5,199	2,751	664	172
Queen Creek town, Arizona	6244	Child day care services	All establishments	2012	7	D	D	D	b
Fountain Hills town, Arizona	6244	Child day care services	All establishments	2012	6	D	D	D	b
Apache Junction city, Arizona	6244	Child day care services	All establishments	2012	5	D	D	D	b
Anthem CDP, Arizona	6244	Child day care services	All establishments	2012	5	1,903	1,120	254	57

# I've Heard about Nonemployers...

## What are They and Should I Care?

Nonemployers are businesses with no paid employees.

- Primarily independent contractors
- File IRS Form 1040 Schedule C
- Significant in number
- Significant in revenue in some industries



Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Year	Number of nonemployer establishments	Receipts (\$1,000)
Maricopa County, Arizona	6244	Child day care services	2013	6,563	77,455

# What Services do Businesses in this Industry Provide?

Data on products and services sold by businesses are available in the **Product Lines** data from the *Economic Census*.

- Can be used in a business plan to identify the primary and secondary sources of sales of the business



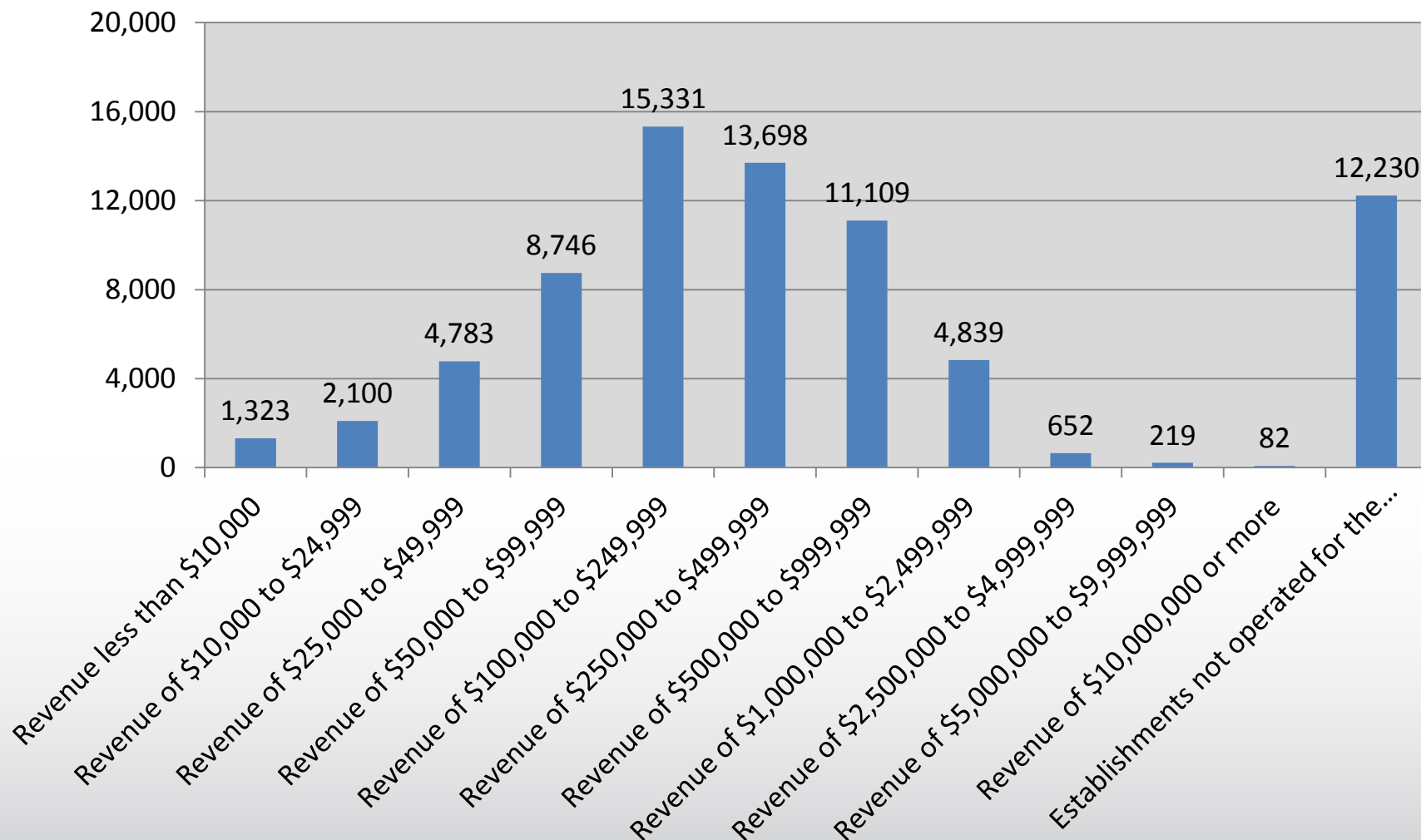
# How Big Should A Business Be?



The *Economic Census* also includes data broken out by the **sales** and **employment size** of the business

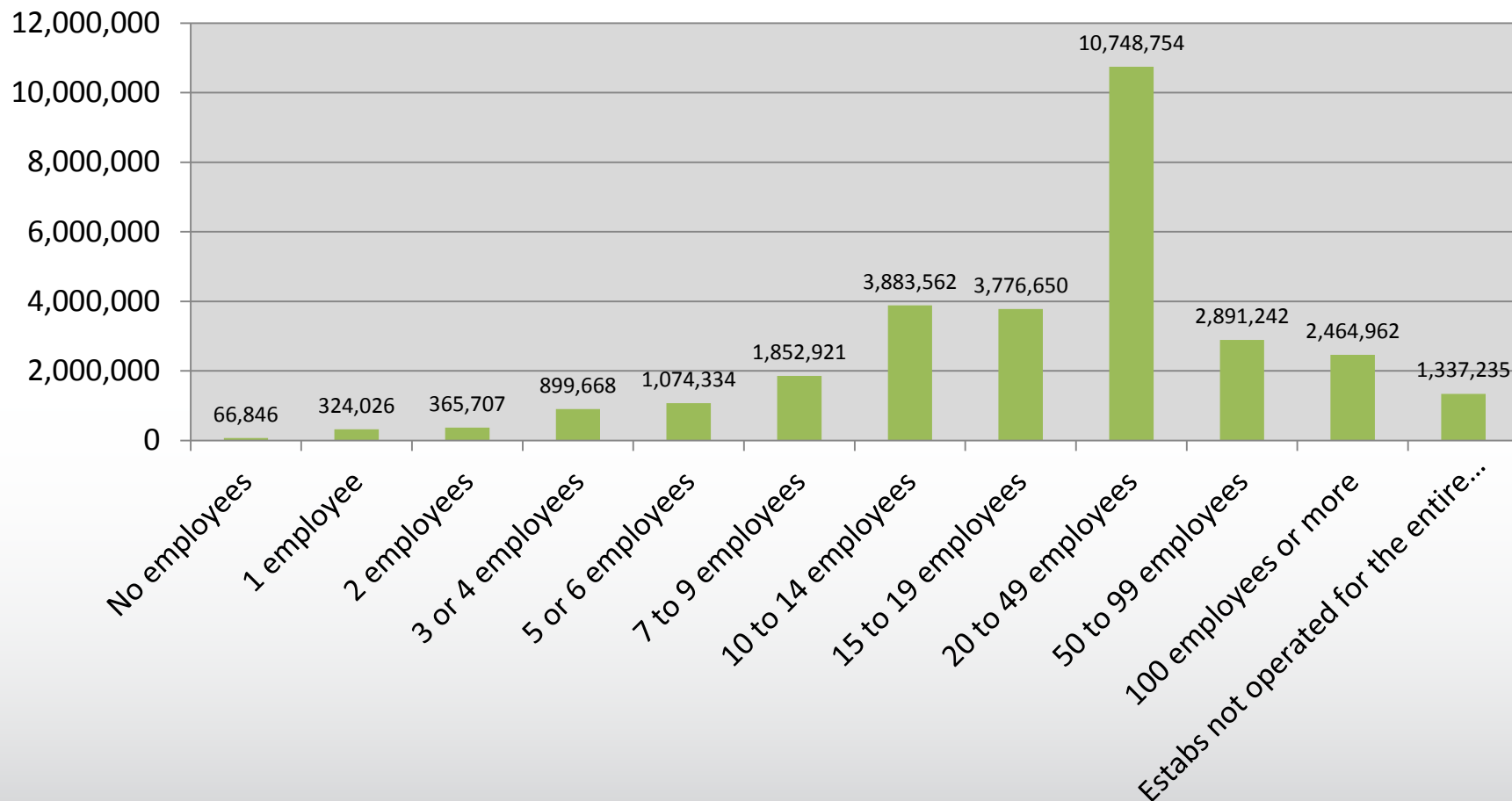
- Can be used in a business plan to understand the size of a “**typical**” **business** in an industry
- Can also be used to **forecast** the future growth of a business to it’s most efficient size

## Number of child day care establishments in the US: 2007





## Receipts/Revenue of child day care services in the US: 2007 (\$1,000)



# Anything Else?

- The *Economic Census* publishes detailed data (including information on **Tax Status**) that is tailored to specific industries
- The *Survey of Business Owners* publishes detailed data on the **race, ethnicity, gender, and veteran status** of the business owner



Both can be used to further understand the composition of an industry

# Visualizations?

The *Industry Statistics Portal* also provides access to visualization of selected economic data.

- Can be used in business plans and presentations


[GUIDE TO ALL DATA SOURCES](#)

[ECONOMIC DATA IN AFF](#)

[DEFINITION & COMPARABILITY](#)

**2012 NAICS SEARCH**

Enter a NAICS code or Title

RELATED INDUSTRIES 

Collapse list

Expand list

ISP Home


62 - Health care and social assistance

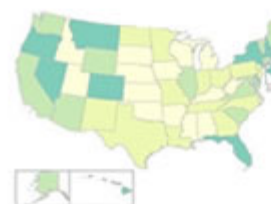
624 - Social assistance

6244 - Child day care services

62441 - Child day care services

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**SELECTED VISUALIZATIONS** 



You are here: [Home](#) > [Business & Industry](#) > [Snapshots](#)

## Industry Snapshot

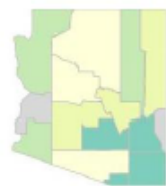
Health Care and Social Assistance (NAICS 82)

Change Geography:

Compare your business

Change Industry

2012 Receipts Revenue per capita (\$)



Receipts Revenue per capita (\$)



Source: 2012 Economic Census

[View underlying table](#)

Click on map to enlarge

The Industry Snapshots present key statistics from three Census Bureau economic programs, as well as per capita ratios using data from Population Estimates. Historical data are not shown when they are not comparable due to NAICS changes. See Definitions and Comparability in the [Industry Statistics Portal](#) and the Snapshot [FAQs](#) for more information.

The 2012 Economic Census is released on a flow basis so some data may not yet be available, and data for some industries are only available for the U.S. and by State. See the [release schedule](#) and the [Geographic Coverage Tables](#) for more information.

### Key Industry Statistics: Arizona

	1997	2002	2007	2012	07-12 % Chg
Number of establishments	10,521	12,093	15,448	16,872	9.2%
Receipts/Revenue (\$ Millions)	12,841	18,822	30,407	37,056	21.9%
Annual payroll (\$ Millions)	5,264	7,307	11,654	14,236	22.2%
Total employment	186,232	212,946	278,833	315,107	13.0%
Receipts/Revenue per establishment (\$1,000)	1,221	1,556	1,969	2,198	11.6%
Receipts/Revenue per employee (\$1,000)	69	88	109	118	7.8%
Receipts/Revenue per \$ of payroll (\$)	2.44	2.58	2.81	2.80	-2%
Payroll per employee (\$)	28,266	34,314	41,794	45,179	8.1%
Employees per establishment	17.70	17.61	18.05	18.88	3.5%
Receipts/Revenue per capita (\$)	2,711	3,488	4,930	5,655	14.7%
Population per establishment	450	448	399	388	-2.7%

Nonemployer establishments (establishments without paid employees)

Number of establishments	19,579	23,953	29,782	33,924	14.0%
Receipts (\$1,000)	517,162	800,178	1,214,124	1,236,073	1.8%
Receipts per establishment (\$)	26,414	33,406	40,794	36,437	-10.7%
Receipts per capita (\$)	109.18	148.28	196.85	188.62	-4.2%
Population					
Total Population	4,736,990	5,306,255	6,167,881	6,553,255	6.3%

\* Data have not yet been released. Click [here](#) for the full 2012 Economic Census release schedule.

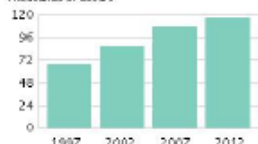
### Receipts/Revenue: Arizona

Millions of dollars



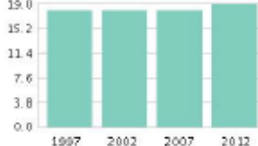
### Receipts/Revenue per Employee: Arizona

Thousands of dollars

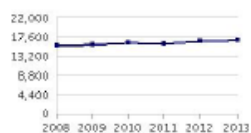


### Employees per establishment: Arizona

Employees per establishment

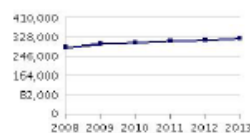


### Number of establishments: Arizona



[View underlying table](#)

### Number of employees: Arizona



[View underlying table](#)

### Payroll per employee: Arizona

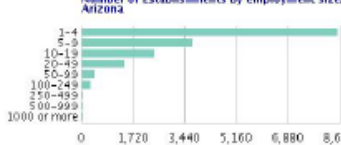


[View underlying table](#)

### Employment size and legal form of organization for establishments in Arizona with paid employees: 2013

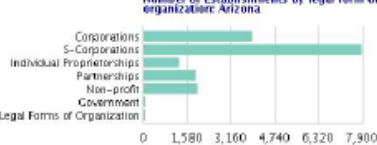
Source: 2013 [County Business Patterns](#). (See [survey methodology](#) for details about these data.)

#### Number of Establishments by employment size: Arizona



[View underlying table](#)

#### Number of Establishments by legal form of organization: Arizona



[View underlying table](#)

### Nonemployer establishments in Arizona (establishments without paid employees): 2008 - 2013

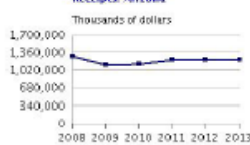
Source: 2008-2013 [Nonemployer Statistics](#). (See [survey methodology](#) for details about these data.)

#### Number of Establishments: Arizona



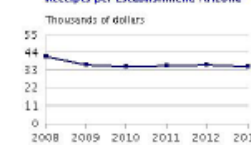
[View underlying table](#)

#### Receipts: Arizona



[View underlying table](#)

#### Receipts per Establishment: Arizona



[View underlying table](#)

Back To Top

Source: [Economic Census](#), [County Business Patterns](#), [Nonemployer Statistics](#), and [Population Estimates](#).

Notes: - = Not available for graphing purposes.

All dollar figures are in current dollars for the period shown, and do not reflect changes in prices. For information on how these data are derived, see the Methodology text for each program.

For more statistics about this industry from other Census Bureau programs, see the [Industry Statistics Portal](#).

THE ECONOMIC CENSUS IS THE OFFICIAL 5-YEAR MEASURE OF AMERICAN BUSINESS

For more information about the Economic Census, visit [business.census.gov](#)

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TheDataWeb **HR2**

United States  
Census  
Bureau  
Economic Statistics

Source: U.S. Census Bureau | Economic Census | Last Revised: April 23, 2015

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# Is There an Easier Way to Get All This Great Information?

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*American FactFinder*, the *Industry Statistics Portal*, and the other tools shown provide access all of these data, but can often be hard to use...

Enter the

*Census Business Builder: Small Business Edition...*

(<https://cbb.census.gov/sbe/>)

Home Page: <http://www.census.gov/data/data-tools/cbb.html>

# Summary

Economic Programs data from the Census Bureau can be an invaluable source of information in a business plan to measure:

- The target **market** of a business
- The overall health and composition of the **industry** and competing businesses

# Questions



# Any other Questions:

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(301)763-6747

## Thank You!